



**Joint Informational Hearing**

**Senate Select Committee on California Food:  
Local, Organic and Sustainable Systems  
and**

**Senate Select Committee on California's Wine Industry**

***Sustainable Food and Wine Production: California's Future*  
Chaired by Senator Noreen Evans**

**Monday, October 15, 2012, 1:30 p.m. to 3:30 p.m.**

**Santa Rosa City Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, CA**

- I. INTRODUCTION
  - Senator Evans, Chair
  - Committee Members and Invited Assemblymembers
- II. OVERVIEW OF SUSTAINABLE FOOD AND WINE PRODUCTION ISSUES IN CALIFORNIA
  - Michael Dimock, President, Roots of Change
  - Joe Pozzi, Pozzi Ranch Lambs and Sonoma County Farm Bureau
  - Renata Brillinger, Executive Director, California Climate & Agriculture Network
  - Serena Coltrane-Briscoe, Program Associate, AgInnovations Network
- III. THE BENEFITS OF SUSTAINABLE WINE PRODUCTION ON LOCAL FOOD SYSTEMS
  - Nick Frey, President, Sonoma County Winegrape Commission
  - Laurel Marcus, Executive Director, California Land Stewardship Institute
  - Doug McIlroy, Director of Winemaking, Rodney Strong Vineyards
- IV. PROMOTING LOCAL AND REGIONAL FOOD SYSTEMS THROUGH IMPROVEMENTS TO CALIFORNIA'S DIRECT MARKETING PROGRAMS
  - Justin Malan, California Conference of Directors of Environmental Health (CCDEH)
  - Dave Runsten, Policy Director, Community Alliance With Family Farmers
  - Leah Smith, Director of Programs, Agricultural Institute of Marin
- V. PUBLIC COMMENT
- VI. CLOSING REMARKS

*The hearing will be streamed live through Senator Evans' website at <http://sd02.senate.ca.gov/sustainable-food-wine-production> .*

*The hearing will also be broadcast live in Santa Rosa County via Comcast channel 28 and on the Santa Rosa Community Channel position on the At&T U-verse system.*